Index

to

BUSINESS COMMUNICATION QUARTERLY

Volume 68, Numbers 1-4, 2005

Author Index

Adamson, J. Using marketing visuals for product talk in business English classes. 68(3), 358–367

Alley-Young, G. [Review of the book *Guide to Managerial Persuasion and Influence*]. 68(4), 508–510

Amidon, S.R. Writing the learning organization: A framework for teaching and research. 68(4), 406–428

Andrews, D. *See* Ryan, C.

Andrews, D. Emphasized throughout [Editorial]. 68(2), 129–135

Andrews, D. Reflection [Editorial]. 68(1), 5–7

Atwong, C. *See* Vogt, G.

Baraya, A.R. *See* Budden, M.C.

Barker, R.T. Learning from our students: Teaching strategies for MBA professors. 68(4), 481–487

Bazzoni, J.O. *See* Zhu, Y.

Bemer, A.M. [Review of the book *Approaches to Audience: An Overview of the Major Perspectives*]. 68(4), 513–516

Brender, L. Writing at Riverside Health Services: An ethnographic study in entrepreneurial communication. 68(3), 335–339

Brumberger, E.R. Visual rhetoric in the curriculum: Pedagogy for a multimodal workplace. 68(3), 328–333

Brzovic, K. *See* Fraser, L.

Budden, M.C. Developing an MBA study-abroad program at Southeastern Louisiana University. 68(2), 233–236

Caskey, D. *See* Warden, C.A.

Chen, J.F. *See* Warden, C.A.

Clark, T. The Business profession: A mandatory, noncredit, cocurricular career preparation program for undergraduate business majors. 68(3), 271–289

Cockburn-Wootten, C. *See* Holmes, P.

Conaway, R.N. Strategies for enhancing student interaction and immediacy in online courses. 68(1), 23–35

Business Communication Quarterly, Volume 69, Number 1, March 2006 103-110
DOI: 10.1177/1080569906286449

© 2006 by the Association for Business Communication

Connor, M. Orientation through presentation: Getting MBA students interested in communication training. 68(4), 488–492
Dyrud, M.A. Teaching MBAs, part 1. 68(4), 479–480
Easton, S.S. *See* Conaway, R.N.
Edwards, M.R. [Review of the book *Technical Communication, 7th ed.*]. 68(3), 386–389
Flatley, M.E. Blogging for enhanced teaching and learning. 68(1), 77–80
Forman, J. Educating European corporate communication professionals for senior management positions: A collaboration between UCLA's Anderson School of Management and the University of Lugano. 68(2), 209–221
Fraser, L. Diagnostic and value-added assessment of business writing. 68(3), 290–305
Fuller, J. *See* Vogt, G.
Gareis, E. *See* Zhu, Y.
Graham, G. [Review of the book *Technical Marketing Communication*]. 68(3), 370–373
Griggs, K. A role play for revising style and applying management theories. 68(1), 60–65
Gupta, J.M. An integrated approach to management communication at the T.A. Pai Management Institute. 68(2), 237–246
Hardy IV, S.B. *See* Thomas, M.W.
Harich, K. *See* Fraser, L.
Holmes, P. Critical reflexive practice in teaching management communication. 68(2), 247–256
Huang, L.-S. Fine-tuning the craft of teaching by discussion. 68(4), 492–500
Jacobs, G. A multilanguage online writing center for professional communication: Development and testing. 68(1), 8–22
Jebb, J.F. The Crisis posting: Scenarios for class discussion and creation. 68(4), 457–478
Juban, R.L. *See* Budden, M.C.
Karper, E. "Ordinary people do this": Rhetorical examinations of novice Web design. 68(3), 340–344
Kepler, K. [Review of the book *Strategies for Business and Technical Writing, 5th ed.*]. 68(4), 516–519
Kinnick, K.N. Workplace communication: What *The Apprentice* teaches about communication skills. 68(4), 429–456
Knight, M. Management communication in non-U.S. MBA programs: Current trends and practices. 68(2), 139–179
Kreth, M.L. A small-scale client project for business writing students: Developing a guide for first-time home buyers. 68(1), 52–59
Larson, R.S. *See* Myers, L.L.
Loewy, D. *See* Fraser, L.
Mackiewicz, J. [Review of the book *Guide to Interpersonal Communication*]. 68(3), 378–381
May, G.L. Incorporating a career planning lab into a managerial communications course. 68(3), 345–357
Motion, J. *See* Holmes, P.
Myers, L.L. Increasing awareness of emotional intelligence in a business curriculum. 68(1), 44–51
Myers, L.L. Preparing students for early work conflicts. 68(3), 306–317
Norby, J. *See* Fraser, L.
Opdenacker, L. *See* Jacobs, G.
Parton, S.R. *See* Kinnick, K.N.
Quible, Z.K. Blogs: A natural in business communication courses. 68(1), 73–76
Rentz, K. ABC publications award winners for 2004. 68(1), 97–104
Riley, K. Above and beyond [Editorial]. 68(3), 269–270

Riley, K. Class act [Editorial]. 68(2), 136–138
Riley, K. In memoriam: Kitty O. Locker. 68(4), 403–405
Riley, K. Legacies [Editorial]. 68(4), 401–402
Rizkallah, T. *See* Fraser, L.
Rogers, P.S. The MBA in Singapore: A microcosm of communication training for management. 68(2), 180–196
Rolland, D. *See* Zhu, Y.
Roper, J. *See* Holmes, P.
Ruiz-Garrido, M.F. [Review of the book *Visualizing Technical Information: A Cultural Critique*]. 68(4), 510–513
Ryan, C. Interview with Deborah Andrews. 68(4), 501–507
Schmidt, W.V. *See* Conaway, R.N.
Schultz, B. Blogs: Getting started. 68(1), 67–73
Sipek, S. [Review of the book *Assessing Organizational Communication: Strategic Communication Audits*]. 68(3), 368–370
Sozansky, M. [Review of the book *Guide to Business Etiquette*]. 68(3), 381–386
Stowers, R.H. *See* Barker, R.T.
Thomas, M.W. Communication instruction in a mature institutional partnership: An examination of evolving methods. 68(2), 197–208
Tucker, M.L. *See* Myers, L.L.
Van Waes, L. *See* Jacobs, G.
Vogt, G. Student Assessment of Learning Gains (SALGains): An online instrument. 68(1), 36–43
Warden, C.A. Cultural values and communication online: Chinese and Southeast Asian students in a Taiwan International MBA class. 68(2), 222–232
Warnick, Q. [Review of the book *Creating a Web Page With HTML: Visual QuickProject Guide*]. 68(1), 105–108
Winston, P.J. [Review of the book *Guide to Cross-Cultural Communication*]. 68(3), 374–378
Wong, I.F.H. *See* Rogers, P.S.
Worley, R.B. *See* Dyrud, M.A.
Zhu, Y. A Collaborative online project between New Zealand and New York. 68(1), 81–96
Zorn, T.E. *See* Holmes, P.

Title Index

A collaborative online project between New Zealand and New York. Zhu, Y., Gareis, E., Bazzoni, J.O., & Rolland, D. 68(1), 81–96
A multilanguage online writing center for professional communication: Development and testing. Jacobs, G., Opdenacker, L., & Van Waes, L. 68(1), 8–22
A role play for revising style and applying management theories. Griggs, K. 68(1), 60–65
A small-scale client project for business writing students: Developing a guide for first-time home buyers. Kreth, M.L. 68(1), 52–59
ABC publications award winners for 2004. Rentz, K. 68(1), 97–104
Above and Beyond [Editorial]. Riley, K. 68(3), 269–270
An integrated approach to management communication at the T.A. Pai Management Institute. Gupta, J.M. 68(2), 237–246
Blogging for enhanced teaching and learning. Flatley, M.E. 68(1), 77–80
Blogs: A natural in business communication courses. Quible, Z.K. 68(1), 73–76
Blogs: Getting started. Schultz, B. 68(1), 67–73
Class act [Editorial]. Riley, K. 68(2), 136–138

Communication instruction in a mature institutional partnership: An examination of evolving methods. Thomas, M.W., & Hardy IV, S.B. 68(2), 197–208
Critical reflexive practice in teaching management communication. Holmes, P., Cockburn-Wootten, C., Motion, J., Zorn, T.E., & Roper, J. 68(2), 247–256
Cultural values and communication online: Chinese and Southeast Asian Students in a Taiwan international MBA class. Warden, C.A., Chen, J.F., & Caskey, D. 68(2), 222–232
Developing an MBA study-abroad program at Southeastern Louisiana University. Budden, M.C., Baraya, A.R., & Juban, R.L. 68(2), 233–236
Diagnostic and value-added assessment of business writing. Fraser, L., Harich, K., Norby, J., Brzovic, K., Rizkallah, T., & Loewy, D. 68(3), 290–305
Educating European corporate communication professionals for senior management positions: A collaboration between UCLA's Anderson School of Management and the University of Lugano. Forman, J. 68(2), 209–221
Emphasized throughout [Editorial]. Andrews, D. 68(2), 129–135
Fine-tuning the craft of teaching by discussion. Huang, L.-S. 68(4), 492–500
In memoriam: Kitty O. Locker. Riley, K. 68(4), 403–405
Incorporating a career planning lab into a managerial communications course. May, G.L. 68(3), 345–357
Increasing awareness of emotional intelligence in a business curriculum. Myers, L.L., & Tucker, M.L. 68(1), 44–51
Interview with Deborah Andrews. Ryan, C., & Andrews, D. 68(4), 501–507
Learning from our students: Teaching strategies for MBA professors. Barker, R.T., & Stowers, R.H. 68(4), 481–487
Legacies [Editorial]. Riley, K. 68(4), 401–402
Management communication in non-U.S. MBA programs: Current trends and practices. Knight, M. 68(2), 139–179
"Ordinary people do this": Rhetorical examinations of novice Web design. Karper, E. 68(3), 340–344
Orientation through presentation: Getting MBA students interested in communication training. Connor, M. 68(4), 488–492
Preparing students for early work conflicts. Myers, L.L., & Larson, R.S. 68(3), 306–317
Reflection [Editorial]. Andrews, D. 68(1), 5–7
Strategies for enhancing student interaction and immediacy in online courses. Conaway, R.N., Easton, S.S., & Schmidt, W.V. 68(1), 23–35
Student Assessment of Learning Gains (SALGains): An online instrument. Vogt, G., Atwong, C., & Fuller, J. 68(1), 36–43
Teaching MBAs, part 1. Dyrud, M.A., & Worley, R.B. 68(4), 479–480
The business profession: A mandatory, noncredit, cocurricular career preparation program for undergraduate business majors. Clark, T. 68(3), 271–289
The crisis posting: Scenarios for class discussion and creation. Jebb, J.F. 68(4), 457–478
The MBA in Singapore: A microcosm of communication training for management. Rogers, P.S., & Wong, I.F.H. 68(2), 180–196
Using marketing visuals for product talk in business English classes. Adamson, J. 68(3), 358–367
Visual rhetoric in the curriculum: Pedagogy for a multimodal workplace. Brumberger, E.R. 68(3), 328–333
Workplace communication: What *The Apprentice* teaches about communication skills. Kinnick, K.N., & Parton, S.R. 68(4), 429–456

Writing at Riverside Health Services: An Ethnographic study in entrepreneurial communication. Brender, L. 68(3), 335–339
Writing the learning organization: A framework for teaching and research. Amidon, S.R. 68(4), 406–428

Keyword Index

Assessment

Fraser, L., Harich, K., Norby, J., Brzovic, K., Rizkallah, T., & Loewy, D. Diagnostic and value-added assessment of business writing. 68(3), 290–305
Vogt, G., Atwong, C., & Fuller, J. Student Assessment of Learning Gains (SALGains): An online instrument. 68(1), 36–43

Book Reviews (alphabetized by last name of the book's author)

Baney, J. *Guide to Interpersonal Communication.* Reviewed by J. Mackiewicz, 68(3), 378–381
Brasseur, L.E. *Visualizing Technical Information: A Cultural Critique.* Reviewed by M.F. Ruiz-Garrido, 68(4), 510–513
Castro, E. *Creating a Web Page With HTML: Visual QuickProject Guide.* Reviewed by Q. Warnick, 68(1), 105–108
Cook, R.A., Cook, G.O., & Yale, L.J. *Guide to Business Etiquette.* Reviewed by M. Sozansky, 68(3), 381–386
Downs, C.W., & Adrian, A.D. *Assessing Organizational Communication: Strategic Communication Audits.* Reviewed by S. Sipek, 68(3), 368–370
Harner, S., & Zimmerman, T. *Technical Marketing Communication.* Reviewed by G. Graham, 68(3), 370–373
Harty, K.J. *Strategies for Business and Technical Writing, 5th ed.* Reviewed by K. Kepler, 68(4), 516–519
Markel, M. *Technical Communication, 7th ed.* Reviewed by M.R. Edwards, 68(3), 386–389
Reiff, M.J. *Approaches to Audience: An Overview of the Major Perspectives.* Reviewed by A.M. Bemer, 68(4), 513–516
Reynolds, S., & Valentine, D. *Guide to Cross-Cultural Communication.* Reviewed by P.J. Winston, 68(3), 374–378
Thomas, J. *Guide to Managerial Persuasion and Influence.* Reviewed by G. Alley-Young, 68(4), 508–510

Business Practices

Clark, T. The business profession: A mandatory, noncredit, cocurricular career preparation program for undergraduate business majors. 68(3), 271–289
Forman, J. Educating European corporate communication professionals for senior management positions: A collaboration between UCLA's Anderson School of Management and the University of Lugano. 68(2), 209–221
Griggs, K. A role play for revising style and applying management theories. 68(1), 60–65
Kinnick, K.N., & Parton, S.R. Workplace communication: What *The Apprentice* teaches about communication skills. 68(4), 429–456
Myers, L.L., & Tucker, M.L. Increasing awareness of emotional intelligence in a business curriculum. 68(1), 44–51

Collaboration

Forman, J. Educating European corporate communication professionals for senior management positions: A collaboration between UCLA's Anderson School of Management and the University of Lugano. 68(2), 209–221

Zhu, Y., Gareis, E., Bazzoni, J.O., & Rolland, D. A collaborative online project between New Zealand and New York. 68(1), 81–96

Conflict Resolution

Myers, L.L., & Larson, R.S. Preparing students for early work conflicts. 68(3), 306–317

Course Content, Development, and Assignments

Griggs, K. A role play for revising style and applying management theories. 68(1), 60–65

Gupta, J.M. An integrated approach to management communication at the T.A. Pai Management Institute. 68(2), 237–246

Jebb, J.F. The crisis posting: Scenarios for class discussion and creation. 68(4), 457–478

Kreth, M.L. A small-scale client project for business writing students: Developing a guide for first-time home buyers. 68(1), 52–59

May, G.L. Incorporating a career planning lab into a managerial communications course. 68(3), 345–357

Myers, L.L., & Tucker, M.L. Increasing awareness of emotional intelligence in a business curriculum. 68(1), 44–51

Electronic Technology

Flatley, M.E. Blogging for enhanced teaching and learning. 68(1), 77–80

Karper, E. "Ordinary people do this": Rhetorical examinations of novice Web design. 68(3), 340–344

Quible, Z.K. Blogs: A natural in business communication courses. 68(1), 73–76

Schultz, B. Blogs: Getting started. 68(1), 67–73

Focus on Teaching (see Teaching)

Graduate Education and Programs

Barker, R.T., & Stowers, R.H. Learning from our students: Teaching strategies for MBA professors. 68(4), 481–487

Budden, M.C., Baraya, A.R., & Juban, R.L. Developing an MBA study-abroad program at Southeastern Louisiana University. 68(2), 233–236

Conaway, R.N., Easton, S.S., & Schmidt, W.V. Strategies for enhancing student interaction and immediacy in online courses. 68(1), 23–35

Connor, M. Orientation through presentation: Getting MBA students interested in communication training. 68(4), 488–492

Knight, M. Management communication in non-U.S. MBA programs: Current trends and practices. 68(2), 139–179

Rogers, P.S., & Wong, I.F.H. The MBA in Singapore: A microcosm of communication training for management. 68(2), 180–196

Thomas, M.W., & Hardy IV, S.B. Communication instruction in a mature institutional partnership: An examination of evolving methods. 68(2), 197–208

Warden, C.A., Chen, J.F., & Caskey, D. Cultural values and communication online: Chinese and Southeast Asian students in a Taiwan international MBA class. 68(2), 222–232

Innovative Assignments (see Course Content, Development, and Assignments)

Intercultural Environments and International Issues

Budden, M.C., Baraya, A.R., & Juban, R.L. Developing an MBA study-abroad program at Southeastern Louisiana University. 68(2), 233–236

Forman, J. Educating European corporate communication professionals for senior management positions: A collaboration between UCLA's Anderson School of Management and the University of Lugano. 68(2), 209–221

Gupta, J.M. An Integrated approach to management communication at the T.A. Pai Management Institute. 68(2), 237–246

Warden, C.A., Chen, J.F., & Caskey, D. Cultural Values and Communication Online: Chinese and Southeast Asian students in a Taiwan international MBA class. 68(2), 222–232

Zhu, Y., Gareis, E., Bazzoni, J.O., & Rolland, D. A collaborative online project between New Zealand and New York. 68(1), 81–96

Multilingual Environments

Jacobs, G., Opdenacker, L., & Van Waes, L. A Multilanguage online writing center for professional communication: Development and testing. 68(1), 8–22

Online Delivery

Vogt, G., Atwong, C., & Fuller, J. Student Assessment of Learning Gains (SALGains): An online instrument. 68(1), 36–43

Presentation Skills

Adamson, J. Using marketing visuals for product talk in business English classes. 68(3), 358–367

Brumberger, E.R. Visual rhetoric in the curriculum: Pedagogy for a multimodal workplace. 68(3), 328–333

Research

Ryan, C., & Andrews, D. Interview with Deborah Andrews. 68(4), 501–507

Teaching

Amidon, S.R. Writing the learning organization: A framework for teaching and research. 68(4), 406–428

Barker, R.T., & Stowers, R.H. Learning from our students: Teaching strategies for MBA professors. 68(4), 481–487

Conaway, R.N., Easton, S.S., & Schmidt, W.V. Strategies for enhancing student interaction and immediacy in online courses. 68(1), 23–35
Connor, M. Orientation through presentation: Getting MBA students interested in communication training. 68(4), 488–492
Dyrud, M.A., & Worley, R.B. Teaching MBAs, part 1. 68(4), 479–480
Flatley, M.E. Blogging for enhanced teaching and learning. 68(1), 77–80
Holmes, P., Cockburn-Wootten, C., Motion, J., Zorn, T.E., & Roper, J. Critical reflexive practice in teaching management communication. 68(2), 247–256
Huang, L.-S. Fine-tuning the craft of teaching by discussion. 68(4), 492–500
Quible, Z.K. Blogs: A natural in business communication courses. 68(1), 73–76
Schultz, B. Blogs: Getting started. 68(1), 67–73

Teamwork and Teams (see Collaboration)

Writing Skills

Amidon, S.R. Writing the learning organization: A framework for teaching and research. 68(4), 406–428
Brender, L. Writing at Riverside Health Services: An ethnographic study in entrepreneurial communication. 68(3), 335–339
Fraser, L., Harich, K., Norby, J., Brzovic, K., Rizkallah, T., & Loewy, D. Diagnostic and Value-added assessment of business writing. 68(3), 290–305
Jacobs, G., Opdenacker, L., & Van Waes, L. A multilanguage online writing center for professional communication: Development and testing. 68(1), 8–22